1.   An isolated peptide selected from the group consisting of:

$(X1)_nEVEKIKTTVKESATEEKLTPVX2L(X2)_m$ (SEQ ID NO: 1);

$(Y1)_nEVAALQVDRKVADEEKQSYDAV(Y2)_m$ (SEQ ID NO: 2),

wherein

n and m independently represent 0 or 1;

X1, X2 and X3 are independently defined as follows

X1 is   GVKETPQQKYQRLLHEVQELTT (SEQ ID NO: 3), or

VKETPQQKYQRLLHEVQELTT (SEQ ID NO: 4), or

KETPQQKYQRLLHEVQELTT (SEQ ID NO: 5), or

ETPQQKYQRLLHEVQELTT (SEQ ID NO: 6), or

TPQQKYQRLLHEVQELTT (SEQ ID NO: 7), or

PQQKYQRLLHEVQELTT (SEQ ID NO: 8), or

QQKYQRLLHEVQELTT (SEQ ID NO: 9), or

QKYQRLLHEVQELTT (SEQ ID NO: 10), or

KYQRLLHEVQELTT (SEQ ID NO: 11), or

YQRLLHEVQELTT (SEQ ID NO: 12), or

QRLLHEVQELTT (SEQ ID NO: 13), or

RLLHEVQELTT (SEQ ID NO: 14), or

LLHEVQELTT (SEQ ID NO: 15), or

LHEVQELTT (SEQ ID NO: 16), or

HEVQELTT (SEQ ID NO: 17), or

EVQELTT (SEQ ID NO: 18), or

VQELTT (SEQ ID NO: 19), or

QELTT (SEQ ID NO: 20), or

ELTT (SEQ ID NO: 21), or

LTT, or

TT, or

T;

X2 is   V or L, and

X3 is   AKQLAAL (SEQ ID NO: 22), or

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AKQLAA (SEQ ID NO: 23), or

AKQLA (SEQ ID NO: 24), or

AKQL (SEQ ID NO: 25), or

AKQ, or

5   AK, or

A;

and

Y1 and Y2 are independently defined as follows

Y1 is   GEKETPVQKCQRLQIEMNELLN (SEQ ID NO: 26), or

10   EKETPVQKCQRLQIEMNELLN (SEQ ID NO: 27), or

KETPVQKCQRLQIEMNELLN (SEQ ID NO: 28), or

ETPVQKCQRLQIEMNELLN (SEQ ID NO: 29), or

TPVQKCQRLQIEMNELLN (SEQ ID NO: 30), or

PVQKCQRLQIEMNELLN (SEQ ID NO: 31), or

15   VQKCQRLQIEMNELLN (SEQ ID NO: 32), or

QKCQRLQIEMNELLN (SEQ ID NO: 33), or

KCQRLQIEMNELLN (SEQ ID NO: 34), or

CQRLQIEMNELLN (SEQ ID NO: 35), or

QRLQIEMNELLN (SEQ ID NO: 36), or

20   RLQIEMNELLN (SEQ ID NO: 37), or

LQIEMNELLN (SEQ ID NO: 38), or

QIEMNELLN (SEQ ID NO: 39), or

IEMNELLN (SEQ ID NO: 40), or

EMNELLN (SEQ ID NO: 41), or

25   MNELLN (SEQ ID NO: 42), or

NELLN (SEQ ID NO: 43), or

ELLN (SEQ ID NO: 44), or

LLN, or

LN, or

30   N; and

Y2 is   VATVISTAR (SEQ ID NO: 45), or

VATVISTA (SEQ ID NO: 46), or

VATVIST (SEQ ID NO: 47), or

VATVIS (SEQ ID NO: 48), or

VATVI (SEQ ID NO: 49), or

VATV (SEQ ID NO: 50), or

VAT, or

VA, or

V, and

derivatives thereof having at least about 90% identity with SEQ ID NO: 1 or SEQ ID NO: 2.

2. The peptide of claim 1 which is

GVKETPQQKYQRLLHEVQELTTEVEKIKTTVKESATEEKLTPVX2LAKQLAAL (SEQ ID NO: 51),

wherein X2 is as defined in claim 1.

3. The peptide of claim 1 which is

GEKETPVQKCQRLQIEMNELLNEVAALQVDRKVADEEKQSYDAVVATVISTAR (SEQ ID NO: 52).

4. A peptide having at least 90% sequence identity with the peptide of SEQ ID NO: 51.

5. A peptide having at least 90% sequence identity with the peptide of SEQ ID NO: 52.

6. The peptide of claim 4 having only conservative amino acid substitutions compared with SEQ ID NO: 51.

7. The peptide of claim 5 having only conservative amino acid substitutions compared with SEQ ID NO: 52.

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8. A peptide encoded by nucleic acid hybridizing under stringent conditions to the coding sequence of SEQ ID NO: 52 as set forth in Figure 3 (SEQ ID NO: 55).

9. The peptide of claim 1 capable of modulating cellular proliferation.

10. The peptide of claim 1 capable of inhibiting cellular proliferation.

11. The peptide of claim 10 capable of selective inhibition of cancerous cells.

12. Nucleic acid encoding a peptide of claim 1.

13. A vector comprising and capable of expressing the nucleic acid of claim 12.

14. A recombinant host cell transformed with the nucleic acid of claim 12.

15. A composition comprising a peptide of claim 1 in admixture with a pharmaceutically acceptable carrier.

16. A composition comprising a nucleic acid of claim 12 in admixture with a carrier.

17. A method for inhibiting cellular proliferation comprising delivering to a target cell an effective amount of an isolated peptide of claim 1 or a nucleic acid encoding said peptide.

18. A method for inhibiting cellular proliferation comprising delivering to a target cell an effective amount of an isolated peptide of claim 4 or a nucleic acid encoding said peptide.

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19. A method for inhibiting cellular proliferation comprising delivering to a target cell an effective amount of an isolated peptide of claim 5 or a nucleic acid encoding said peptide.

20. A method for inhibiting cellular proliferation comprising delivering to a target cell an effective amount of an isolated peptide of claim 8 or a nucleic acid encoding said peptide.

21. The method of claim 17 wherein said target cell is a tumor cell.

22. The method of claim 21 wherein said tumor cell is a cancer cell.

23. A method for identifying a compound capable of inhibiting cellular proliferation comprising incubating a battery of candidate compounds with a mixture of a peptide of claim 1 and a native ZW10 protein for a time and under conditions sufficient for interaction between said candidate compounds and said peptide or ZW10, monitoring said interaction, and selecting a compound that interacts with said peptide or ZW10.

24. The method of claim 23 wherein said interaction is monitored by the yeast two-hybrid system.

25. The method of claim 23 wherein said interaction is binding to ZW10.

26. The method of claim 23 wherein said interaction is binding to said polypeptide.

27. A molecule identified by the method of claim 23.